

Cultural Management in the Digital Age

Session VII -Audience Development vs. Nurturing Community

The seventh session was facilitated by Rashmi Dhanwani - Founder-Director of Art X Company, which explored existing approaches to audience development and introduced the peculiarities of digital audiences.

Before the session, the cohort filled out a quiz to identify their audiences, how they connect with them, their likes and dislikes, and the major concerns they share about their audiences.

Using data points from the quiz, Ms. Dhanwani explained audience segmentation and the different ways in which audiences can be categorized based on what is known about them. Several factors affect digital audiences - devices, platforms, reach, online behaviours, influences, and motivations.

By exploring aspects of audience accessibility online, and data touchpoints for understanding audiences, the session used case studies and discussion to provide pathways to critically view the audience as a market, big data as numbers, and community as a vibrant organism.

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